



**CONTRIBUTION OF THE INTERREG IVB PROJECT
»CREATIVE CITY CHALLENGE«
TO THE EUROPEAN SME WEEK,
25TH MAY TO THE 1ST JUNE 2010**

www.creative-city-challenge.net



creative city challenge





What is the European SME Week?

The European SME Week 2010, which will take place from 25 May to 1 June, aims to:

- provide information on what the EU and national, regional and local authorities are offering as support to micro, small and medium-sized businesses;
- promote entrepreneurship so that more people, and in particular younger ones, seriously consider becoming an entrepreneur as a career option;
- give recognition to entrepreneurs for their contribution to Europe's welfare, jobs, innovation and competitiveness.

More information about the European SME Week is available at: <http://ec.europa.eu/enterprise/policies/entrepreneurship/sme-week>

About the project

The Interreg IVB (North Sea) project »Creative City Challenge« (duration from 01.09.2009 to 31.08.2012) focuses on the promotion of creative sector enterprises and innovation. »Creative City Challenge« analyses challenges and barriers confronting the creative sector in the North Sea Region. The analysis aims to develop an effective strategy supported by a range of instruments and methods which would help sustainably support the creative industries. The goal of the project is to create competitive, innovation-based urban and regional economies in the North Sea Region, in line with the objectives of the EU Lisbon Agenda 2000.

»Creative City Challenge« is a transnational collaboration. The project partners come from 13 cities and 6 countries. They comprise representatives of the public services, academic institutions and industry.

The collaboration relies on intensive exchanges between the project partners and partner cities as well as stakeholders from all sectors of the creative industry.

More information: www.creative-city-challenge.net

»Creative City Challenge«

will contribute the following five events to the European SME Week:

Institution Hamburg University of Applied Sciences (in cooperation with hamburger arbeit)
Activity Von der kreativen Idee zum strategischen Kundenkonzept (Turning a creative idea into a strategic customer concept)
Date 26.05.2010, 16.00-19.00
Country Germany
City Hamburg
Target Group Creative entrepreneurs
Contact Marta Schulz
E-mail marta.schulz@haw-hamburg.de

Institution Bremen Economic Development (in cooperation with Grapp Consulting)
Activity Methodik zur Bewertung und Vermarktung von Format- und Produktideen in der Medienwirtschaft und anderen kreativen Unternehmen (Methods to evaluate and to market new product ideas in media and creative businesses)
Date 01.06.2010, 18.00
Country Germany
City Bremen
Target Group Creative entrepreneurs
Contact Robert Blatter, Andrea Kuhfuß
E-mail Robert.Blatter@wfb-bremen.de;
Andrea.Kuhfuss@wfb-bremen.de

Institution Delft University of Technology
Activity Workshop Delft Creatieve Stad (Delft Creative City)
Date 28.05.2010
Country Netherlands
City Delft
Target Group Creative entrepreneurs; local policy-makers; researchers
Contact Arie Romein
E-mail a.romein@tudelft.nl

Institution Høje-Taastrup Kommune
Activity Innovation and creativity in the concrete sector
Date 26.05.2010
Country Denmark
City Høje-Taastrup
Target Group Entrepreneurs/practitioners, Members of business, others
Contact Dorte F. Jensen
E-mail dorteje@htk.dk

Institution Dept. for Urban Planning and Ecomic Affairs
Activity Highlighting SME instruments, with special attention for opportunities relating to creative cluster development
Date During SME week, to be announced
Country Netherlands
City Groningen
Target Group (Potential) entrepreneurs, stakeholders
Contact Gerard Tolner
E-mail g.tolner@roez.groningen.nl

The Project Partners

Hamburg University of Applied Sciences (Lead Partner, DE)
WFB Bremen Economic Development (DE)
City of Oldenburg (DE)
Kulturetage Oldenburg GmbH (DE)
Municipality of Groningen (NL)
Delft University of Technology, OTB Research Institute (NL)
Intermunicipal Association Leiedal (BE)
DESIGNREGIO Kortrijk (BE)
HOWEST University College (BE)
Hoeje-Taastrup Municipality (DK)
Dundee College (UK)
Newcastle City Council (UK)
TILLT, Västra Götaland (SE)

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